



100TH ANNIVERSARY

EST

NEW AT ACE

1924

★ ★ LAUNCH PARTY ★ ★

# PLAYBOOK

YOUR GUIDE TO EXECUTE



SATURDAY  
APRIL 27<sup>TH</sup>  
11 AM - 2 PM

# Party Playbook

## 2024 In-Store Parties

Experiential Marketing continues to be a focus for Ace's strategic growth within the Famous for Four categories. The power of our Best Brands and legendary customer service of our Red-Vested Heroes helps to drive engagement and conversion. Hosting in-store events also allows them to showcase their incredible product knowledge and helps the customer get everything they need to ensure an enjoyable after-purchase experience.

**Results:** Stores that hosted events in 2023, saw these positive impacts:

**+13.3%**

Avg. Sales Per Store

**+11.9%**

Avg. GP\$ Per Store

**+8.4%**

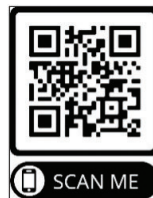
Transactions

**Avg \$ Sales: Participating Compared to Non-Participating Stores**

BBQ VENDORS		BBQ Merchandise Classes	
Big Green Egg	+22%	868 Grills & Smokers	+22%
Blackstone	+33%	869 BBQ Tools/Parts/Accs	+33%
Traeger	+61%	870 BBQ Fuel & Accs	+61%
Weber	+65%	873 BBQ Sauces & Seasonings	+65%
		All BBQ MCs	67.3%

Still need to sign up for 2024 parties? Scan below!

Last minute  
sign-up!



Sign up for the last five parties of the month to receive swag giveaways.

Next year, sign up early to receive T-shirts for your team to wear on party days, and to be included in Ace Rewards mailer and emails.

<https://acenet.aceservices.com/marketing/promotions/in-store-parties-and-demos>

## April New at Ace

We've seen the data—customers shop more when they are engaged through an experience. Use the power of our Best Brands with in-store demos, hosted by our legendary Red-Vested Heros, to drive up customer engagement and conversion. Ace does parties better than anyone else, take this opportunity to set yourself apart with the help from your knowledgeable and helpful staff.

For stores that signed up for at least five of the parties, included in your sign kit, you will receive additional swag items in your sign kit to give to your customers.. Haven't signed up? You still can—scan the QR code now.

### DEMO BRAND RECOMMENDATIONS



### GRILL FEATURE



**Weber® Genesis® SA-E-330™ Gas Grill**  
8037939, 8037946  
**Weber® CRAFTED Outdoor Kitchen Grill Accessories**  
8041568, 8047912, 8050088, 8050089

### SAUCES & RUBS FEATURE

**SPICEOLOGY®**



8025025

8090578



# Food Safety and Other Helpful Info

## How to Serve Safe Food and Comply with Local Health Department Regulations

Keeping the cooking and sampling area impeccably clean is crucial to serving safe food and ensuring customers trust in our demo serving. It also helps with compliance with local health department rules and regulations. Make sure to keep your hands and uniform clean, as well as practice proper handwashing, and safe food storage and holding. Follow these additional guidelines to keep you and your customers safe during this event:



## Prepping for Your Event

**Partner with your local health department** to create a health plan for demos. Once they see that you have this well planned, they will be there to support you in your demo endeavors.

**Plan your demos** for the year and submit them all to the health department at once with your sanitation plan, layout and other required documents.

## Understand Your Event Plan

### What food are you sampling?

- Nonperishable – crackers, nuts, etc.
- Low Risk – Fully cooked foods or heat-and-serve foods
- Medium Risk – Partially cooked foods; some raw ingredients
- High Risk – All raw ingredients and raw prep

### Where was the food purchased?

### What kind of storage/prep is required?

- Food storage before demo
- Prep before demo
- Storage during demo

## Things to Have on the Day Of:

- Temperature log for hot and cold temperature tracking
- Handwashing station – see example of layout on page 4
- When possible, use disposable serving utensils
- Proper use of gloves
- Proper food serving techniques
- Proper food handling steps
- Hand sanitizer out for customers and associates (food grade and food surface contact). You can buy pre-mixed sanitizer.
- Fire extinguisher

# Food Safety and Other Helpful Info

## Things to Remember:

- Not all health departments require permits; check with your local area to see what is required
- Once permitted, frame and display the permit for your customers to see
- Even though a locale may not require a permit for a demo, you should still maintain safe food handling and serving procedures
- Check with local health department for food handler's classes; having your ambassador take a class may not be required but is always a good idea
- Some food handler's classes are available online
- Once they have passed the class, frame and display the food handler's card at the demo
- Planning your events for the year is a good way to get your local health department involved and show them your plan for doing demos

## Note:

- If you can't serve samples because of health department concerns, you can still demo your grills without having to cook. Turn on the Traeger to smoke and show off; turn on the Weber; or fire up the Big Green Egg.
- Keep all grills below 250 degrees F to enhance the smoking of the grills. Always be sure to place signs that state "CAUTION: HOT GRILL." Getting the senses going with smoke is the start of the conversation around grilling.

**Another way to showcase your grills is to cook lunch for your associates. You don't need to sample food to sell grills; smoke will create the buzz and curiosity.**

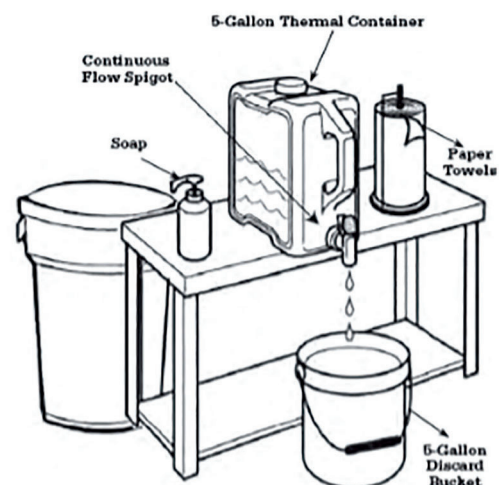
## Acceptable Handwashing Station for Temporary Food Vendors

Proper handwashing is critical to preventing foodborne illness. Hands must be washed before starting work, after handling raw meat, after using the restroom and any other time hands become soiled. The handwashing station must be set up prior to beginning food preparation or service, and should be located where it's easily accessible and convenient for all temporary food workers.

## Setup

### Required Items:

- A five-gallon or larger insulated container filled with warm water (100°F–120°F) for handwashing delivered through a spigot or spout that is continuously flowing. (No push-button spigots.)
- A container for wastewater retention (i.e., five-gallon bucket), which must be disposed of into an approved sewer or wastewater system once full.
- Hand soap and paper towels (sanitizers DO NOT replace handwashing).



**Wash Hands Before:** Starting to work | Handling Ready-to-Eat Food

**Wash Hands After:** Using the Restroom | Sneezing | Coughing | Touching Raw Food | Touching Face or Hair | Eating or Drinking | Emptying Garbage | Smoking | Any Chance of Contamination



# Demo Ideas from the Best Brands and Famous for Four Categories

## BBQ Demo



### Chef J's Grilled Veggie Flatbreads

Chef Jason K. Morse, CEC | Ace Hardware Grill Expert | Owner, Chef J's BBQ Provisions

**Yield: Serves 4 People**

**Prep time: 10 Minutes**

**Cook time: 10-15 minutes**

#### Ingredients

- 2 large flatbreads or naan breads
- 1 medium zucchini, sliced lengthwise
- 1 red bell pepper, seeded and quartered
- 1 yellow bell pepper, seeded and quartered
- 1 red onion, sliced into rounds
- 1 cup cherry tomatoes
- 2 tablespoons olive oil
- 2 cloves garlic, minced
- 1 teaspoon (or to taste) Greek Freak, Spiceology (Ace SKU #8025025)
- 1 cup shredded mozzarella cheese
- Fresh basil leaves, for garnish

#### Cooking Directions

1. Preheat the grill to medium-high heat.
2. In a large bowl, combine the zucchini, red and yellow bell peppers, red onion, cherry tomatoes, olive oil, minced garlic, and Greek Freak, Spiceology. Toss well to coat the vegetables evenly.
3. Grill the vegetables for about 5-7 minutes, or until they are tender and slightly charred. Remove from the grill and set aside.
4. Place the flatbreads directly on the grill grates and cook for 2-3 minutes on each side, or until they are lightly toasted.
5. Remove the flatbreads from the grill and spread a thin layer of olive oil on each one.
6. Arrange the grilled vegetables on top of the flatbreads, then sprinkle with shredded mozzarella cheese.
7. Return the flatbreads to the grill and cook for an additional 3-5 minutes, or until the cheese has melted and the flatbreads are crispy.
8. Remove from the grill and garnish with fresh basil leaves and more Greek Freak seasoning, if desired.
9. Cut the flatbreads into slices and serve hot. Enjoy your delicious grilled vegetable flatbread!





## BBQ Demo

### BBQ Sauce Tasting Station

Here are some ideas for helpful products to use when creating a tasting station at your grilling demo!

**Tip: Put sauces/rubs on the table for easy impulse purchases after tasting**



**Squeeze Bottles**

SKU 8083956



**Sampling Spoons**

SKU 66040



**Pretzels**

SKU 9388869



**BBQ Sauces**

From your assortment



**Napkins**

SKU 6000003



**Lysol Wipes**

SKU 1018488

## Lawn and Garden Demo



- Fertilizer 4 Step (Regional)- Show all four Step bags on table, have extras handy for purchase. Have a spreader next to or on the table to show how to spread it. Set to 3-1/2 but also show customer where to find settings on back of bag. Customers can "Step in" at any time. If they miss a step, they can start at the next step and keep going. All are safe for any grass type.
- Grass Seed Repair (EZ Seed)- have EZ Seed on table. Shaker jugs can be spread by shaking. Bags are applied with a spreader. Include images of damaged grass and how it can be repaired. Great for damage done by dogs.



# Power Demos

**TORO**



## 50" TimeCutter® Zero Turn Riding Mower Featuring MyRIDE® (7030779)

### Supplies/Tools needed

- For safety reasons, product should stay off.
- Consumer can sit on the units and instantly feel the comfort of the MyRIDE Suspension System while reviewing the features.

### Top 3-5 features of the product (talking points to customer)

- Tough on Jobs, Easy on Backs - Toro's MyRIDE Suspension System absorbs the bumps so you can comfortably crush jobs faster.
- Built Like a Bull - IronForged® high strength grade 50, 10-gauge steel deck with bull nose reinforced leading edge.
- Commercial DNA courses through these machines' veins with the same technology pros depend on.
- Pick Your Pace - Take control over your mowing speed, while never sacrificing blade tip speed with Smart Speed® Technology.
- Toolless Oil Change - Spend less time maintaining your mower with toolless oil change and filter.
- Handcrafted Seat with Arm Rests - Ultimate padding and back support with a handcrafted high-back seat with armrests and bullhorn logo.
- More Time for You - Cut mowing time up to 50%.\*
- Download the MyToro App from your mobile device's app store for easy access to product resources, including manuals, how-to's, and more.

\*Time savings based on survey of consumers who purchased TimeCutters from 1/1/18-9/30/19. Time savings will vary.

**EGO**



## POWER+ 22" Aluminum Deck Select Cut™ Self-Propelled Lawn Mower (7028502)

### Supplies/Tools needed

- Extra batteries and chargers

### Demo Setup Instructions

- Install fully charged batteries
- Turn mower ON
- Demo digital screen showing options
- Show how mower folds up for compact storage
- Show handle height adjustment

### Top 3-5 features of the product (talking points to customer)

- 12 FT LBS of torque
- Cast Aluminum deck w/lifetime warranty
- 17,500 FPM blade tip speed
- Select Cut blades
- Digital screen
- 2 point deck height adjustment

# Power Demos Continued



## Demo SPEEDemon Spade Bits, Clean Wood Drilling

### Supplies/Tools needed

- Drill Driver (our team uses Makita's XPH07)
- Jawhorse (to hold demo board securely)
- 3" Wood Screws
- 8' 2x6 board cut in 2' lengths
- OSB (cut to 5-1/2" x 2')
- Diablo DSP2090 3/4" x 6" Spade Bits – Ace SKU #2010134
- Safety Glasses, Ear Plugs, Gloves

### Demo Board Construction:

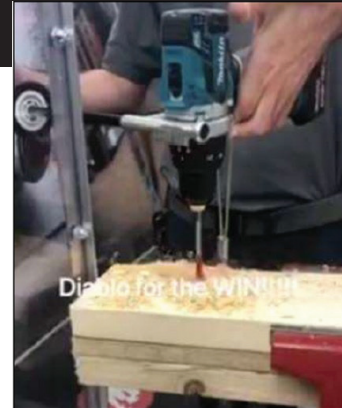
- Create a "sandwich" using two 2ft pieces of the 2x6 with a layer of OSB in between
- Secure boards together w/ 3" Wood Screws at each corner
- Be aware of where the screws are placed so that you can avoid them
- Ensure the demo board is clamped securely into Jawhorse™

### Demo with demo board held securely by Jawhorse

- Insert DIABLO SPEEDemon™ bit into Drill/Driver
- Place tip of bit on workpiece and pull trigger on the drill (hold drill securely, as the drill/driver may twist once bit engages)
- Allow DIABLO SPEEDemon™ bit to drill through the demo board
- Speak to the self-feeding tip PULLING ITSELF through the board, meaning that THE BIT IS DOING ALL OF THE WORK (less effort per hole = more holes per day and less fatigue for the user!)

### Talking Points

- SELF-FEEDING tip that requires little to no pressure to drill a hole
- Impact Strong™ Shank increases stability and durability
- Unique angled spur cutting edge to score the hole



### Demo Products

- RMA 460/460 V – AK 30 battery, Ace SKU #7021082D
- RMA 510/510 V – AP 300 battery, Ace SKU #7021104D
- Outside space with grass
- No longer than 4" recommended

### General Safety and Comfort

- Eye protection, gloves, hearing protection
- First aid kit
- Bottled water
- Disinfectant wipes to clean shared PPE between uses
- Cleaner/degreaser for product cleanup
- Closed-toe shoes required for demonstration participation

### Demonstration area fencing

- Orange construction safety mesh fencing
- Green garden stakes
- Small sledgehammer for driving stakes
- Tables at each station for PPE/disinfectant/paperwork
- Industrial paper towels
- Trash bags/receptacles
- Observe appropriate bystander distance rules when tools are in operation
- Note: Ensure all employees running demonstrations wear proper protective apparel.



# Paint Demo



**Minwax Water-Based Pre-Stain Wood Conditioner** prepares bare wood for staining. It penetrates the grain of the wood to promote uniform acceptance water-based stains and helps prevent streaks and blotches. This demo provides a visual example to aid you in customer conversations. Due to dry times, this needs to be made in advance.

## Material List

- ☐ Minwax Pre-Stain Wood Conditioner (Water-Based)
- ☐ Minwax Water-Based Wood Finish (Dark Walnut)
- ☐ 1' Pine Board
- ☐ Rags
- ☐ 3M Painter's Tape
- ☐ 2 Natural Bristle or Sponge Brushes
- ☐ Fine Sanding Sponge

## Demo Creation

1. Lightly sand your pine board with a sanding sponge, going with the wood grain. Wipe away any sanding dust.
2. Tape off half of the board and apply Minwax Water-Based Pre-Stain Wood Conditioner to one side of the board.
3. Allow the Wood Conditioner to penetrate for 1 to 5 minutes, then remove any excess with a clean, dry cloth.
4. After 15-30 minutes, lightly sand the surface with fine-grade sandpaper to smooth any raised grain. Remove all sanding dust.
5. Remove tape.
6. Within 2 hours of Wood Conditioner application, apply an even coat of Minwax Water-Based Wood Finish stain over both sides of the board.
  - Stir stain well before and occasionally during staining. Don't shake or thin stain.
  - For best results, apply in the direction of the grain with a synthetic brush.
  - Immediately (within 2 minutes) wipe away excess stain, working with the wood grain to blend lighter/darker areas together.
  - If happy with the color, let dry completely before applying a protective topcoat. To intensify color, recoat after 1-2 hours. Do NOT sand between coats.

Note – Minwax Water-Based Pre-Stain Wood Conditioner is not recommended for use with Oil-Based stains. For Oil-Based stains, pretreat wood with Minwax Oil-Based Pre-Stain Wood Conditioner.



SKU: 1224963    SKU: 1015194    SKU: 1015192  
MFR #: 618514444    MFR #: 108210000    MFR #: 108110000



# Project Demo Idea

## Save It and Spray It!

Rust-Oleum spray paint can transform ordinary items in any home, saving these items from the donation box and saving customers money! So, why not...**Save It and Spray It!**

**Here are 3 amazing transformations with spray paint.**

### 1. Update an ordinary lamp with Rust-Oleum chalked spray paint!

- Rust-Oleum Spray Paint
- SKU: 1000931
- Color: Coastal Blue



### 2. Update a dull looking patio set!

Is your patio set looking a little dull from the winter? Save it and spray it using Rust-Oleum spray paint. With just a can or two, you'll have an outdoor space that feels like it's been given an upgrade you are proud of.

- Rust-Oleum Spray Paint
- SKU: 1395953
- Color: Deep Blue



### 3. Save that vintage cooler and spray it using Rust-Oleum spray paint! Turn this piece into the perfect patio cooler for cold drinks all summer long!

- Rust-Oleum Spray Paint
- SKU: 1565852 Color: Ocean Mist
- SKU: 1565894 Color: Coral





# Market Your Event!

## In-Store Signage:

Poster and end cap sign sent in April sign kit. Be sure to prominently execute all signage components.

END CAP



POSTER



## SOCi Assets:

There are social options to promote your party.

1. We have a video carousel ad that will be advertised on your behalf if you opted in to the Party/SOCi LOI. You will see the creative in the 2024 Community Calendar if you opted in to the Party/SOCi LOI. No action is needed if you opted in to the ad via the LOI.
2. We have a video (.mp4) file located in the SOCi 04-2024 Win the Month Library. If you missed the Party/SOCi LOI sign up, then please find the New at Ace party video. You can post the video file organically, or use the SOCi BoostPlus or AdsPlus modules as options to advertise the event.

### Highlighted Offers: These offers will be the main feature throughout marketing channels for the April Party. (Subject to change)

1. EGO Cast Alum Deck Push Mower/ Ace #7028502 (New at Ace)
2. Toro 50" Zero Turn/ Ace #7030779 (New at Ace)
3. Weber Gen/ Ace #8091361 or 8091382 (New at Ace)
4. Weber Griddle/ Ace #8091391 (New at Ace)
5. Sauces and Rubs
6. EGO Blower/ Ace # 7018658 (demo instructions provided for this item)
7. Generic L&G/ we have everything need

Looking to create your own assets? Logos and other creative is available in Brandfolder! **Creative (External Only) > 2024 > Style Guides > New at Ace**



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